

C1173

Total Pages : 3

Roll No.

MS-505/MM-2205

Services Marketing

Master of Business Administration /P.G. Diploma in
Marketing Management

(MBA-10/12/13/16/17/PGDMM-10/16/17)

4th/Second Semester, Examination, 2022 (June)

Time : 2 Hours]

Max. Marks : 80

Note : This paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

SECTION–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Twenty (20) marks each. Learners are required to answer any Two (02) questions only.

(2×20=40)

1. Discuss the evolution and growth of service sector in India.

2. Explain service market segmentation, targeting and positioning with a suitable example.
3. Explain the customer expectations and perceptions of services.
4. Explain the role of internal marketing in service delivery.
5. Design a service marketing mix for entertainment services.

SECTION-B

(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Ten (10) marks each. Learners are required to answer any Four (04) questions only. (4×10=40)

1. Explain GAP model of service quality.
2. Discuss the importance of physical evidence and process in service marketing.
3. Discuss the elements of customer service.
4. What are different components of service blueprint?
5. Suggest two strategies to built relationship with the customers.

6. Write a short note on role of internet in service marketing.
 7. Write a short note on relevance of tourism industry in Indian economy.
 8. Write a short note on service life cycle.
-